

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### **MATERIAL CONCEPTS, INC.**

Delaware Valley Industrial Resource Center

#### **Web Optimization Increases Business at Material Concepts Inc.**

##### **Client Profile:**

Material Concepts, Inc. is a premier converter and supplier of paper, films, nonwovens, packaging products, DuPont Tyvek®, and Valeron® for sewn product manufacturers and importers, steel fabricators, die cutters, & distribution centers in North America. Located in Philadelphia, Pennsylvania, the company employs 11 people.

##### **Situation:**

Material Concepts recognized that its customers were using search engines and the Web to find and purchase products. Doug Kohn, Vice President of Marketing, worked with the Delaware Valley Industrial Resource Center (DVIRC), a NIST MEP network affiliate, to create and launch a new website in 2005, creating a modern, professional-looking site to present its broad range of products and services effectively and clearly. Since 2005, the web site had become a critical factor in the company's business growth strategy, and Kohn once again contacted DVIRC to improve the web site and all on-line marketing efforts.

##### **Solution:**

DVIRC utilized its results-driven web optimization process to develop an information-rich web site that maximizes search traffic while being easy to use. Material Concepts augments natural search engine advertising to maximize impact. Following the new web site launch, Material Concepts and DVIRC worked together to continually improve the web site by updating site content and adding new products. The search engine advertising campaigns are constantly analyzed and improved. Metrics on web traffic, keywords and conversions are analyzed and the data used to improve the performance of all web marketing efforts.

##### **Results:**

- \* Increased sales by 16 percent.
- \* Increased sales leads from 500 in 2004 to 3,500 in 2006.
- \* Increased web traffic by 400 percent in 2005 and doubled again in 2006.
- \* Ranked in the top 10 in Google for over 75 key search phrases.

##### **Testimonial:**

"We are in growth mode, and the volume of inquiries and new sales generated from our web site has given us the ability to pick the opportunities we want."

Douglas Kohn, Vice President